



# AAUSN WEB SITE RECOMMENDATION

---



---

**Assistant for Administration  
Office of the  
Under Secretary of the Navy**

---

***September 2008***

*Presented by*  
**AAUSN LSS TEAM**



## Web Site Issues

1) Users do not use Web Site

**WHY** → No relevant information or functionality

2) Reluctant to be Content Manager

**WHY** → No SOP or Content Management System

3) Management does not provide direction

**WHY** → No Stakeholders Commitment



# Top 5 Requirements

- Ensure Web Site reflects AAUSN Functions and Title X Delegations Chart
- Institute a design template so Web Site pages are uniform in structure and appearance using eye catching and relevant images and graphics such as the AAUSN Branding
- Add a robust Customer Response Capability
- Institute business rules, content management system, and training for content managers and content editor
- Develop a “roadmap” to achieve a dynamic (interactive) web site that includes a Marketing Plan



# Proposed Solutions

- **Solution 1 - Current web site**

- Update current web site coding to ensure it reflects Title X Delegations and Responsibilities Chart, as well as AAUSN branding
- Establish defacto look as the web page template
- Establish feedback capability to Content Managers
- Develop and publishing Business Rules and Standard Operating Procedures

- **Solution 2 - Enhanced Website**

- Develop visually dynamic website code ensuring it reflects Title X Delegations and Responsibilities Chart, as well as AAUSN branding
- Establish web site templates w/robust feedback capabilities
- Identify and integrate a Content Management Tool
- Develop and publish business Rules and Standard Operating Procedures

- **Solution 3 - Reuse DONCIO code**

- Re-use DONCIO web site coding to ensure it reflects Title X Delegations and Responsibilities Chart, as well as AAUSN branding
- Develop and publishing Business Rules and Standard Operating Procedures

- **Solution 4 - SECNAV Portal**

- Use SECNAV Portal ensuring it reflects Title X Delegations and Responsibilities Chart, as well as AAUSN branding
- Develop Portal Gadgets w/robust feedback capabilities
- Develop and publish business Rules and Standard Operating Procedures



# Costs Analysis

- **Solution 1, Update Current Web Site - \$14,400**
  - Coding Costs: 80hrs at \$95/hr
  - Software: Adobe Contribute CS3 \$3,000.00
  - Documentation: 40hrs @ \$95/hr
- **Solution 2, Develop Enhanced Web Site - \$16,300**
  - Coding Costs: 100 hrs at \$95/hr
  - Software: Adobe Contribute CS3 \$3,000.00
  - Documentation: 40hrs @ \$95/hr
- **Solution 3, Reuse DONCIO code - \$ 11,400**
  - Coding Costs: 100 hrs at \$95/hr
  - Software: No cost
  - Documentation: 20hrs @ \$95/hr
- **Solution 4, SECNAV Portal solution - \$8,550**
  - Coding Costs: 80 hrs at \$95/hr
  - Software: No cost, however no longer supported
  - Documentation: 10hrs @ \$95/hr



# LS6 Ranking

	Points
Solution 1 : Current Web Site	
89	
Solution 2: Enhanced Web Site	
99	
Solution 3: Reuse DONCIO code	
123	
Solution 4: SECNAV Portal	84



# Recommend Solution

- Solution 3 : Re-use DONCIO Code
  - Based on:
    - LS6 Ranking - 123
    - Cost Analysis - \$ 11,400
    - Stakeholders Recommendation



# Implementation of Recommended Solution

Step	Action/Task	Responsible	Accountable	Consulted	Informed
1	AAUSN Approval of Recommended Solution and Implementation	AAUSN	AAUSN	AAUSN	OPTI
2	Ensure Web Site reflects AAUSN Functions and Title X Delegations Chart	OPTI	OPTI Webmaster	All AAUSN Directors	AAUSN
3	Institute a design template so Web Site pages are uniform in structure and appearance using eye catching and relevant images and graphics such as the AAUSN Branding	OPTI	OPTI Webmaster	All AAUSN Directors	AAUSN
4	Add a Customer Response Capability	OPTI	OPTI Webmaster	All AAUSN Directors	AAUSN
5	Develop a “roadmap” to achieve a dynamic (interactive) web site	OPTI	OPTI	All AAUSN Leadership	AAUSN
6	Institute business rules to include a content management system and designate in writing webmaster and content managers (CM), and training	OPTI	All AAUSN Leadership	All AAUSN Leadership, Webmaster and CM	AAUSN
7	Modify web site update process to enable action if TRB is not held, or if requirement needs to be enacted before TRB is held	OPTI	OPTI	OPTI	AAUSN



# Implementation of Recommended Solution

Step	Action/Task	Responsible	Accountable	Consulted	Informed
8	Develop and implement SOP	OPTI	OPTI	ALL AAUSN Directors and CM	AAUSN
9	Coordinated with Single Point of Entry Team (SPOE)	OPTI	OPTI	ALL AAUSN Directors and SPOE Team	AAUSN
10	Develop a check sheet for collaboration	OPTI	OPTI Webmaster	ALL AAUSN Directors and CM	AAUSN
11	Develop and Implement Marketing Strategy	OPTI	OPTI	All AAUSN Leadership and CM	AAUSN
12	Populate website with content	CM	ALL AAUSN Directors	All AAUSN and internal/external customers	AAUSN/OPTI



- I concur that the Improve phase was successfully completed on 11/ /08 finalizing the LSS Web Team effort
- I concur the recommended solution is ready to be implemented by OPTI

Ms Eileen Roberson  
Executive Champion

Mr Gary Wyckoff  
Sponsor / Process Owner

David Woodson  
Team Lead

Trevor Norris  
Lean Champion

John P. Tovar  
Green Belt & Team Lead

# Back Up Slides



# LSS Solutions Evaluation

**Key:**  
HC = High Impact in Our Control - 8  
MC = Medium Impact in Our Control - 8  
HS = High Impact in our Sphere of Influence- 4  
MS = Medium Impact in our Sphere of Influence - 4  
HO = High Impact Out of Control - 2

	Solution 1 - Update Existing Site and improve content management process	Solution 2 - Development of New Web site w/Content Management Tool	Solution 3 - Reuse of DONCIO Web Solution	Solution 4 - Implement on SECNAV Portal
Complex changes to current info/service/products (HC)	0	4	8	4
Process to define & communicate a requirement on a 1 to 5 scale (HC)	2	2	0	0
Number of hours to complete a requirement (labor costs) (MC)	4	4	8	0
Rejected project due to POA&M conflict (MC)	8	8	8	8
Rejected project due to issues with requirement definition (MC)	8	12	8	8



## LSS Solutions

### Evaluation

	Solution 1 - Update Existing Site and improve content management process	Solution 2 Development of New Web site w/Content Management Tool	Solution 3 - Reuse of DONCIO Web Solution	Solution 4 - Implement on SECNAV Portal
Customer Satisfaction on ease to find web site on 1 to 5 scale (HS)	4	4	4	4
Customer Satisfaction on time (days & hours) to receive a response to an inquiry (HS)	3	3	4	3
Number of requirements requiring OPTI assistance (MS)	1	3	3	1
Number of requirements that require sophisticated tool/sw (i.e. java script or an access database) (MS)	1	3	3	2
Number of requirements that require sophisticated tool/sw (i.e. java script or an access database) (MS)		13		



## LSS Solutions

### Evaluation

	Solution 1 - Update Existing Site and improve content management process	Solution 2 - Development of New Web site w/Content Management Tool	Solution 3 - Reuse of DONCIO Web Solution	Solution 4 - Implement on SECNAV Portal
Cost to maintain AAUSN web site (MC)	4	4	8	2
Customer Satisfaction on ease to find information on a 1 to 5 Scale (HS)	0	4	4	4
Customer Satisfaction on ease to obtain a service or product on a 1 to 5 scale (HS)	2	2	4	0
Customer Satisfaction on wait time to display web pages on a 1 to 5 scale (MS)	2	2	4	1
No of requirements requesting simple changes to current info/service/products (HO)	2	2	2	2
Lack of Resource Management (HC)	4	14	4	4



## LSS Solutions

### Evaluation

	Solution 1 - Update Existing Site and improve content management process	Solution 2 Development of New Web site w/Content Management Tool	Solution 3 - Reuse of DONCIO Web Solution	Solution 4 - Implement on SECNAV Portal
Need to get info out (HC)	4	4	4	4
Uncontrolled Legacy Process (HC)	4	4	4	4
Man - Single Point of Failure (HC0)	4	4	4	4
No SOP/Buisness Rules (HC)	4	4	4	4
Inadequate Taskers for Sole Response (MC)	4	4	4	4
Tight Timeframes (MC)	4	4	4	4
Subjective Metrics (MC)	4	4	8	8
No backup in roles and responsibilities (HS)	4	4	4	4
Negative attitude about process (HS)	2	2	4	0



## LSS Solutions Evaluation

	Solution 1 - Update Existing Site and improve content management process	Solution 2 - Development of New Web site w/Content Management Tool	Solution 3 - Reuse of DONCIO Web Solution	Solution 4 - Implement on SECNAV Portal
No backup in roles and responsibilities (HS)	4	4	4	4
No Connectivity (MS)	4	4	4	4
<b>TOTAL</b>	<b>89</b>	<b>99</b>	<b>123</b>	<b>84</b>